

What is claimed is:

1. A data distribution method of distributing  
2 data selected for each of a plurality of user terminals  
3 from a distribution center to each user terminal through  
4 a communication network, comprising the steps of:  
5 notifying the distribution center of contents  
6 of user operation for the data distributed to the user  
7 terminal;  
8 causing the distribution center to receive a  
9 notification from the user terminal;  
10 selecting data to be subsequently distributed  
11 to the user terminal by using the contents of the user  
12 operation contained in the notification from the user  
13 terminal; and  
14 distributing the selected data to the user  
15 terminal.
2. A method according to claim 1, wherein  
2 an identification code for identifying data is  
3 attached to the data distributed from the distribution  
4 center, and  
5 the terminal notifies the distribution center  
6 of the contents of the user operation in correspondence  
7 with the identification code.
3. A method according to claim 1, wherein when

2 the data distributed to the terminal is deleted by the  
3 user, the terminal notifies the distribution center of  
4 deleting operation as contents of user operation.

4. A method according to claim 1, wherein when  
2 the data distributed to the terminal is saved by the  
3 user, the terminal notifies the distribution center of  
4 saving operation as contents of user operation.

5. A method according to claim 1, wherein after  
2 distributing data to the portable terminal, the  
3 distribution center stops distributing next data to the  
4 terminal until a notification of user operation is  
5 received from the terminal.

6. A data distribution system for distributing  
2 data selected for each of a plurality of user terminals  
3 from a distribution center to each user terminal through  
4 a communication network, comprising:

5 message reply means which is prepared in the  
6 user terminal to notify the distribution center of a  
7 message containing contents of user operation for  
8 distributed data upon reception of the distributed data;  
9 and

10 data distribution means which is prepared in  
11 the distribution center to distribute, to the user  
12 terminal, data selected in accordance with the contents

13 of the user operation contained in the received message  
14 upon reception of the message received from the user  
15 terminal.

7. A system according to claim 6, wherein  
2 said data distribution center comprises:  
3 a first table storing data to be distributed  
4 to the user terminals; and  
5 a second table for updating/storing contents  
6 of user operation notified from the user terminals for  
7 each user terminal, and  
8 said data distribution means updates/stores  
9 said second table in accordance with the contents of  
10 user operation contained in a received message upon  
11 reception of the message from the user terminal, and  
12 selects data to be distributed to the user terminal in  
13 accordance with the updated contents of user operation.

8. A system according to claim 7, further  
2 comprising an upload terminal for transmitting, to said  
3 first table, data to be distributed to the user terminal.

9. A data distribution apparatus for distributing  
2 data selected for each user to each user terminal  
3 through a communication network, comprising:  
4 communication control means for receiving a  
5 message containing contents of user operation for data

6 distributed from the user terminal;  
7 data processing means for analyzing the  
8 message received by said communication control means and  
9 identifying the message containing the contents of the  
10 user operation; and  
11 analyzing means for selecting data to be  
12 subsequently distributed to the user terminal by  
13 analyzing the contents of the user operation contained  
14 in the message identified by said data processing means.

10. A system according to claim 9, wherein  
2 said system further comprises:  
3 a first table storing data to be distributed  
4 to the user terminals; and  
5 a second table for updating/storing contents  
6 of user operation notified from the user terminals for  
7 each user terminal, and  
8 said second table is updated/stored in  
9 accordance with the contents of user operation contained  
10 in a received message upon reception of the message from  
11 the user terminal, and data to be distributed to the  
12 user terminal is selected in accordance with the updated  
13 contents of user operation.

11. A recording medium recording a data  
2 distribution program for distributing data selected for  
3 each of a plurality of user terminals from a

4 distribution center to each user terminal through a  
5 communication network,  
6 the data distribution program comprising a  
7 program for executing the steps of:  
8 notifying the distribution center of contents  
9 of user operation for the data distributed to the user  
10 terminal;  
11 causing the distribution center to receive a  
12 notification from the user terminal;  
13 selecting data to be subsequently distributed  
14 to the user terminal by using the contents of the user  
15 operation contained in the notification from the user  
16 terminal; and  
17 distributing the selected data to the user  
18 terminal.